



DRIVEN BY REAL ESTATE



CARLOS RAMIREZ

RESIDENTIAL AND COMMERCIAL REAL ESTATE BROKER

Find me on Facebook
@carlosramirezsutton

INDEX

01

Who am I?

02

Our Missions & Values

Service Commitment

03

Selling Process

04

My Listing Services

05

Pricing Your Home

06

General Tips & Tricks

08

What I Need From You

Sold!

WHO AM I?

Carlos Ramirez

Residential and Commercial Real Estate Broker
cramirez@sutton.com \\ 514.258.6258



I am a devoted broker who cares about giving my clients the best experience. With a 21 years background in business and entrepreneurship, I know how to present your home to potential buyers.

By combining my professionalism, my communication skills, my knowledge of the real estate market including legal documentation and negotiation methods, I'll make sure you get the best price for your property. I look forward to learning more about you and your Real Estate projects.

I'm committed to helping my clients with a down-to-earth approach based on trust and transparency.

OUR MISSION

To build strong, life-long relationships while elevating the home buying and selling experience with integrity, accountability, transparency and respect.



MY SERVICE COMMITMENT

Open Dialogue
Professional Approach at Every Step
Protect Your Best Interests
Continuous Improvement

OUR CORE VALUES

INTEGRITY
ACCOUNTABILITY
TRANSPARENCY
RESPECT



SELLING PROCESS

You decided to sell your home, here is your next course!

1

Meet with a broker



2

Establish Pricing & Strategy



3

Prepare Your Home to List



6

Receive an Offer



5

Market & Show Your Home



4

List Your Home on Centris and suttonquebec.com



7

Negotiate Price & Conditions



8

Sold!



9

Closing Day & Beyond



MY LISTING SERVICES



HOME EVALUATION

Pricing your home can make or break a sale. As expert, I am responsible for getting my Sellers top dollar. Having a home that sits on the market for too long due to price is the number one mistake a seller can make.



PHOTOGRAPHY & VIDEOGRAPHY

I provide my clients with professional photographs / videos of their home. High quality imagery is essential when trying to attract the right buyers for your home.



MAXIMUM EXPOSURE

I advertise your home on Centris and on suttonquebec.com.



OPEN HOUSES

Holding open houses helps attract serious buyers. I prepare modern and eye-catching feature sheets to promote the best aspects of your home.



AUTO FEEDBACK SYSTEM

I provide my clients with constant updates on all buyer feedback, appointment schedules, and more at your convenience.



PRE-INSPECTION

A pre-inspection will evaluate the condition of the main systems and components of your home. This helps take the guesswork out of the homebuying process and can boost buyers' confidence in your home.



ACCESS TO TRADES

I have many contacts with electricians, plumbers, landscapers, etc. and they're all at your fingertips! You will have access to my contacts if need be to make those important repairs/upgrades.



How much is my home worth?

“ **Your home is worth as much as a Buyer is willing to pay for it.**

Working with a real estate broker is so much more than looking at statistics, it's having an industry expert interpret these statistics properly. A Comparative Market Analysis (CMA) will help Sellers understand the current market conditions.

We evaluate your home by comparing similar properties that recently sold rather than the current active listings in your area. Sold comparables usually indicate what Buyers are willing to pay for a home like yours in that neighbourhood.

Well priced homes sell faster & for more money while overpriced homes help those that are priced right, to sell.

Let's put this into a scenario we as broker, see all of the time.

Your neighbour across the street has listed their comparable home as well but, at a significantly higher price than yours because they wanted to be closer to the highest, most recently sold price in your neighbourhood. After being on the market for an extended period of time, they eventually accept an offer that's below their asking price. You on the other hand, may have received multiple offers in after a short period of time because of your realistic and attractive price. You accept an offer that is above your asking price at what turns out to be more than what your neighbour just sold for. Generating serious interest and competition among buyers is key!



How to prepare your property for a sale?

“ **First impressions are everything. Remember what first attracted you to your house when you bought it? Now that you're selling your home, you'll need to look at it as if you were buying it all over again.**

BENEFITS OF PRICING RIGHT

- 1** Your listing is exposed to more qualified Buyers and you can generate competing offers.
- 2** Generates more showings and facilitates financing for Buyers.
- 3** Sells faster, for more money and retains its marketability.

1. Plan ahead

Create a plan to make your home look and feel like it is well cared for. Take a quick walk around your entire property and take note of what you think requires fixing, painting, cleaning, etc. What can be improved? Your efforts do not need to be costly as even the most inexpensive improvements and minor repairs will not go unnoticed to potential buyers.

2. Clean everything

Buyers expect a spotless house, inside and out. It is best practice to make sure that everything has been de-cluttered and cleaned. Scrub walls, floors, open surfaces, cupboards, light fixtures, kitchens, bathrooms, laundry rooms, etc. Try to wash away all scuff marks from doors and walls.

It can be difficult to get rid of possessions but, clearing the clutter out can really pay off in the end. Packing away various personal items such as valuables, collectibles, pictures, extra furniture, etc. can make the space feel much bigger to the viewer and also gets you started packing for your upcoming move! Remember simple tasks such as clearing your kitchen and bathroom counters, storing your tools, neatly rolling up your garden hose, organizing your closets and more. Don't let anything detract from making your best first impression.



3. Repairs and renovations

It's best to avoid making major renovations just to sell your home since it's unlikely to recoup all of those costs from your sale proceeds. Make minor repairs such as leaky faucets, slow drains, torn screens, gutters and loose doorknobs. It is in your best interest to make sure these repairs are well done as buyers notice home improvement efforts. Also, a new coat of neutral paint cleans up your living space, making your home look brand new and rooms look larger.

Water stains on ceilings or in the basement immediately alert buyers to potential problems. It is highly recommended to fix the water problem, repair the damage and disclose in writing to the buyer what repairs were made.

4. Curb appeal

Drive through your neighbourhood and take note of other properties that are for sale. Then, approach your home as if you were a potential buyer. Improvements such as trimming trees, planting shrubs, weeding gardens and keeping your lawn healthy and cut, can convey that you've cared for your home. Enhancing your yard and landscaping can quickly grab a Buyer's attention as it looks inviting and well maintained and people tend to imagine it looks attractive on the inside as well. In the winter season, keep your driveway and sidewalks shoveled, de-iced and well lit.

Do what you can to make your property look like someone's dream home.

WHAT I NEED FROM YOU



In order for us to market your property as best we can, we ask that you provide us with as much information as possible.



Top 10 Things You Love
About Your Home



Certificate
of location



Deed of Sale



Property Tax
Information



Mortgage &
Notary information



Signed Brokerage
Contract

SOLD!

THAT'S IT!

The inspections are over, contracts have been signed, you are packed and well on your way to your new home.

My clients mean everything to me and are what keeps me passionate about Real Estate. Closing a transaction doesn't have to be the end of our relationship.

I would love to stay in touch! With your consent, I will check in a few times every year to provide relevant market updates and see how you're doing.

I am always here for any questions or concerns you may have after your property has closed.



CARLOS RAMIREZ

RESIDENTIAL AND COMMERCIAL REAL ESTATE BROKER

Groupe Sutton - Clodem inc.
Agence Immobilière
9515 boul. Lasalle
Lasalle, Qc
H8R 2M9



CARLOS RAMIREZ

RESIDENTIAL AND COMMERCIAL REAL ESTATE BROKER